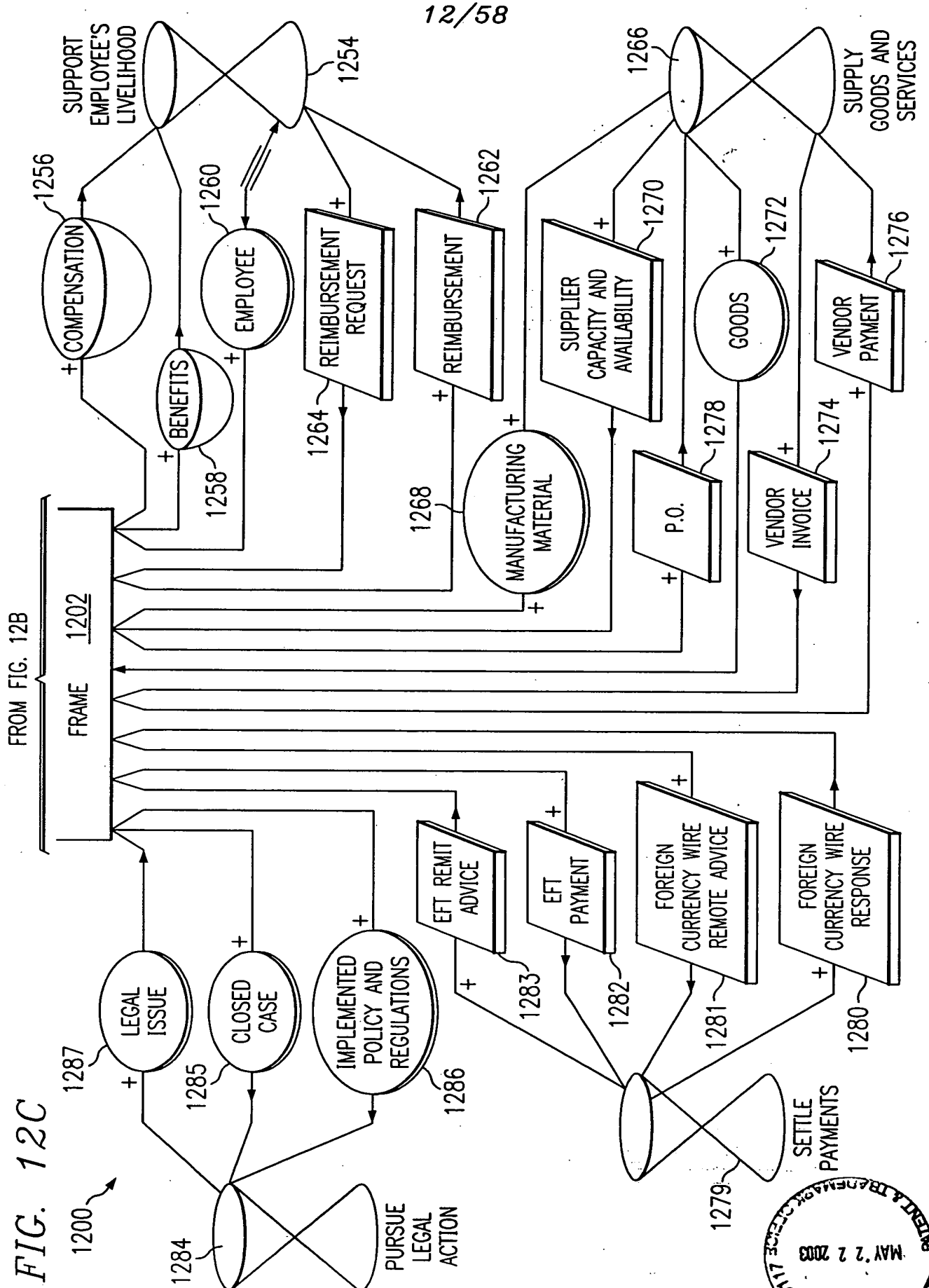


FIG. 12C



16/58

ENTERPRISE BUSINESS VALUE STREAM AGGREGATES

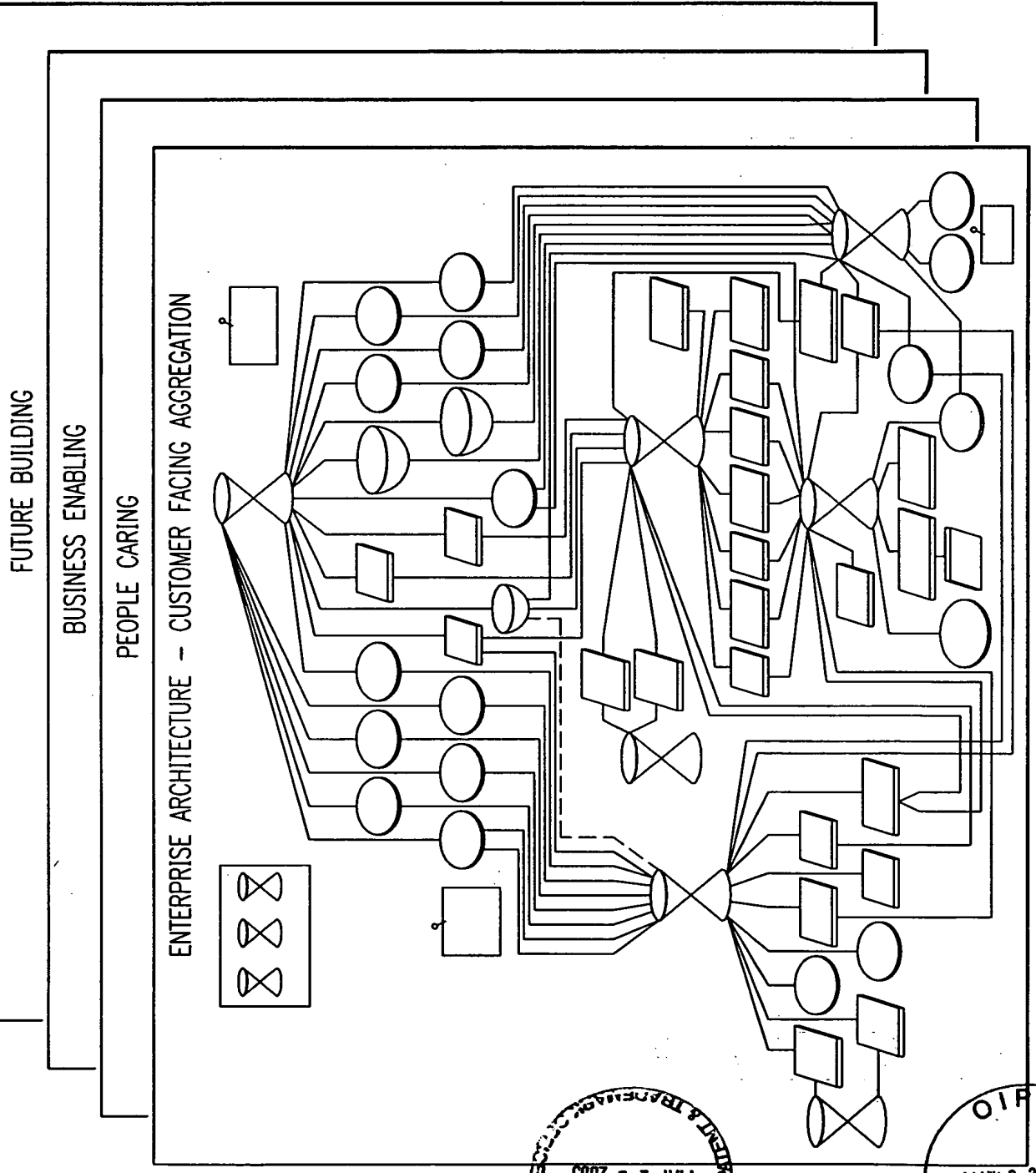
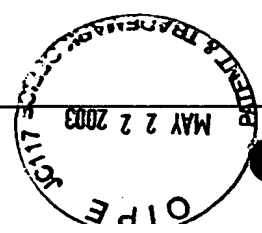


FIG. 13D

1300

BUSINESS VALUE
STREAM AGGREGATES:
*CUSTOMER FACING
*PEOPLE CARING
*BUSINESS ENABLING
*FUTURE BUILDING



18/58

Value Stream Event Metrics (one Matrix for each Value Stream) FIG. 14B

Order-to-Cash								Value Stream	
Event/Time Frames	1st	2nd	3rd	4th	5th	6th	Total		
Customer/Prospect cruises web site	1,932	2,995	3,888	3,977	4,003	2,421	19,216		
Customer places order	893	1,432	1,567	1,783	2,323	1,693	9,691		
Credit authority responds to credit check request	402	644	705	802	1,045	762	4,361		
Customer makes payment	491	788	862	981	1,278	931	5,330		
Customer reviews order	125	200	219	250	325	237	1,357		
Customer cancels order	18	29	31	36	46	34	194		
Customer changes order	71	115	125	143	186	135	775		
OPS updates ATP	8	8	8	8	8	8	48		
OPS updates ship date	161	258	282	321	418	305	1,744		
Shipping provides ASN	893	1,432	1,567	1,783	2,323	1,693	9,691		
Shipping provides advice of receipt	893	1,432	1,567	1,783	2,323	1,693	9,691		
Shipping provides proof of delivery	893	1,432	1,567	1,783	2,323	1,693	9,691		
FSR orders replacement parts	45	72	78	89	116	85	485		
FSR submits billing inputs	142	166	179	50	50	50	637		
Customer Service authorizes returns	50	50	50	244	123	66	583		
Time to invoice customer	893	1,432	1,567	1,783	2,323	1,693	9,691		
Hierarchy of Counts & Amounts									
Business Event-Customer places order									
Media-web, fax, phone-e-mail, mail									
Application Interface-Order Entry to Product Configuration									
Database I/O-Read Product Master									
Table Access-Retrieve Part Number									

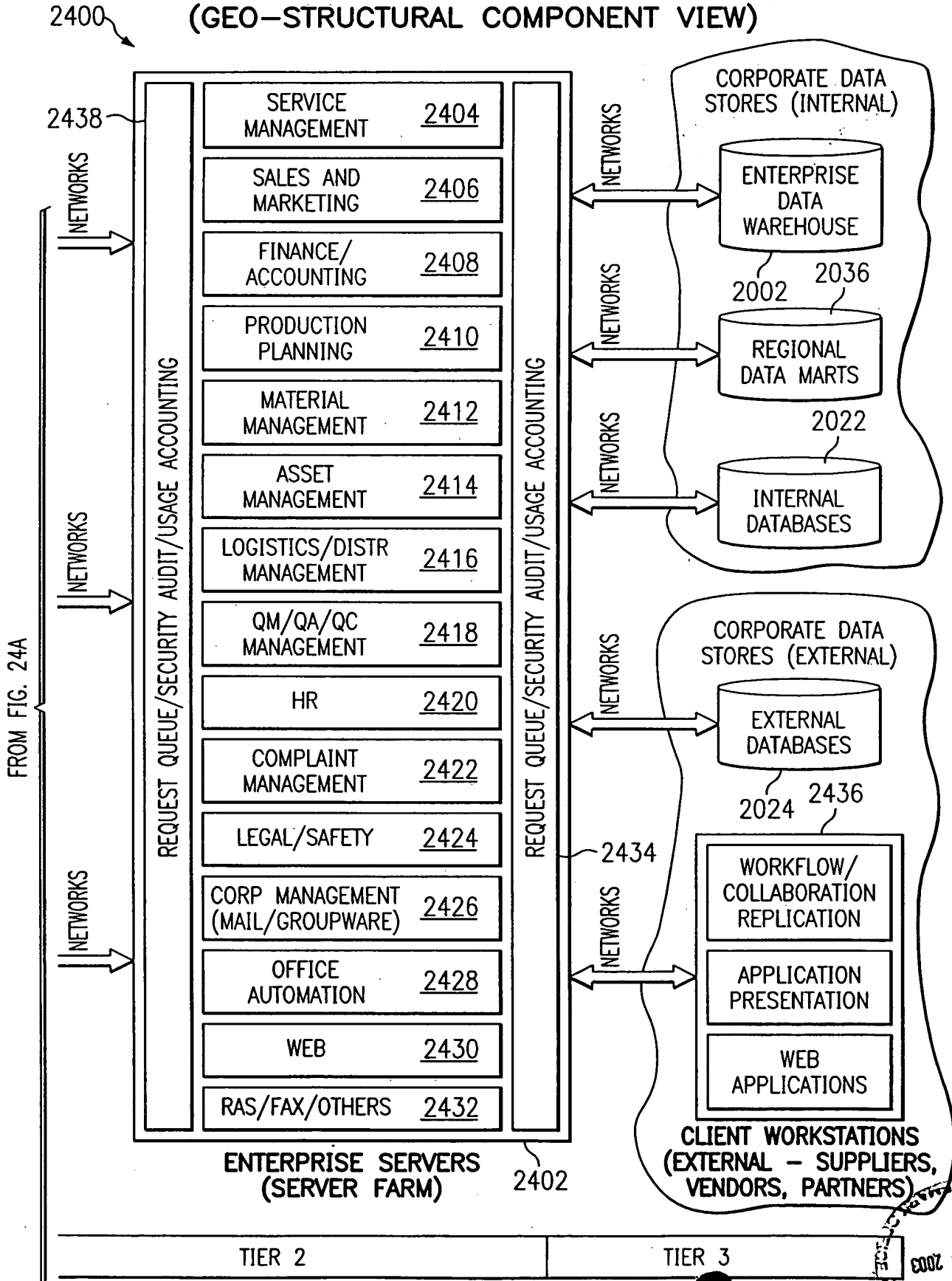
RECEIVED
MAY 22 2003

RECEIVED
MAY 22 2003

29/58

FIG. 24B

APPLICATION ARCHITECTURE
 (GEO-STRUCTURAL COMPONENT VIEW)



39/58

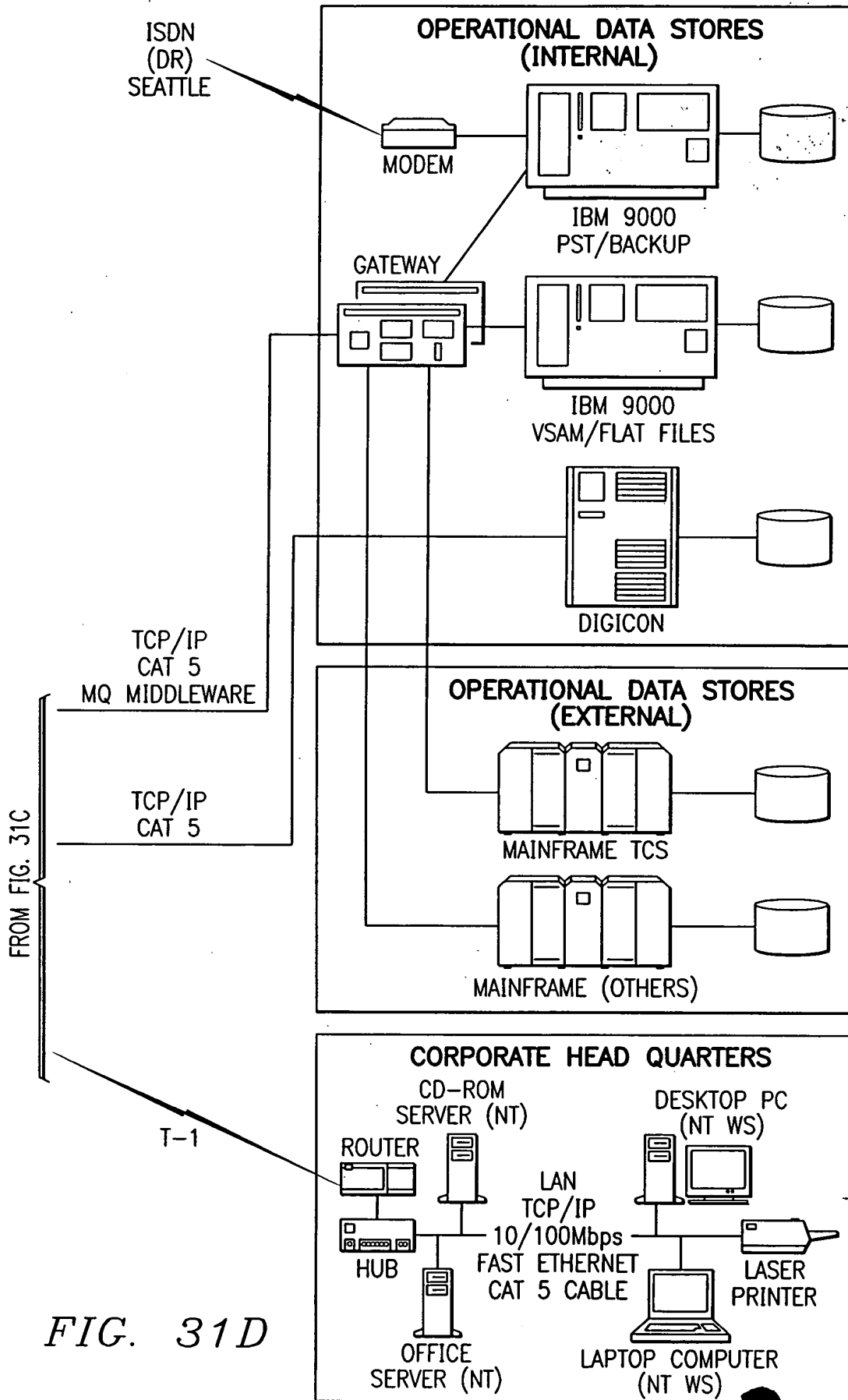


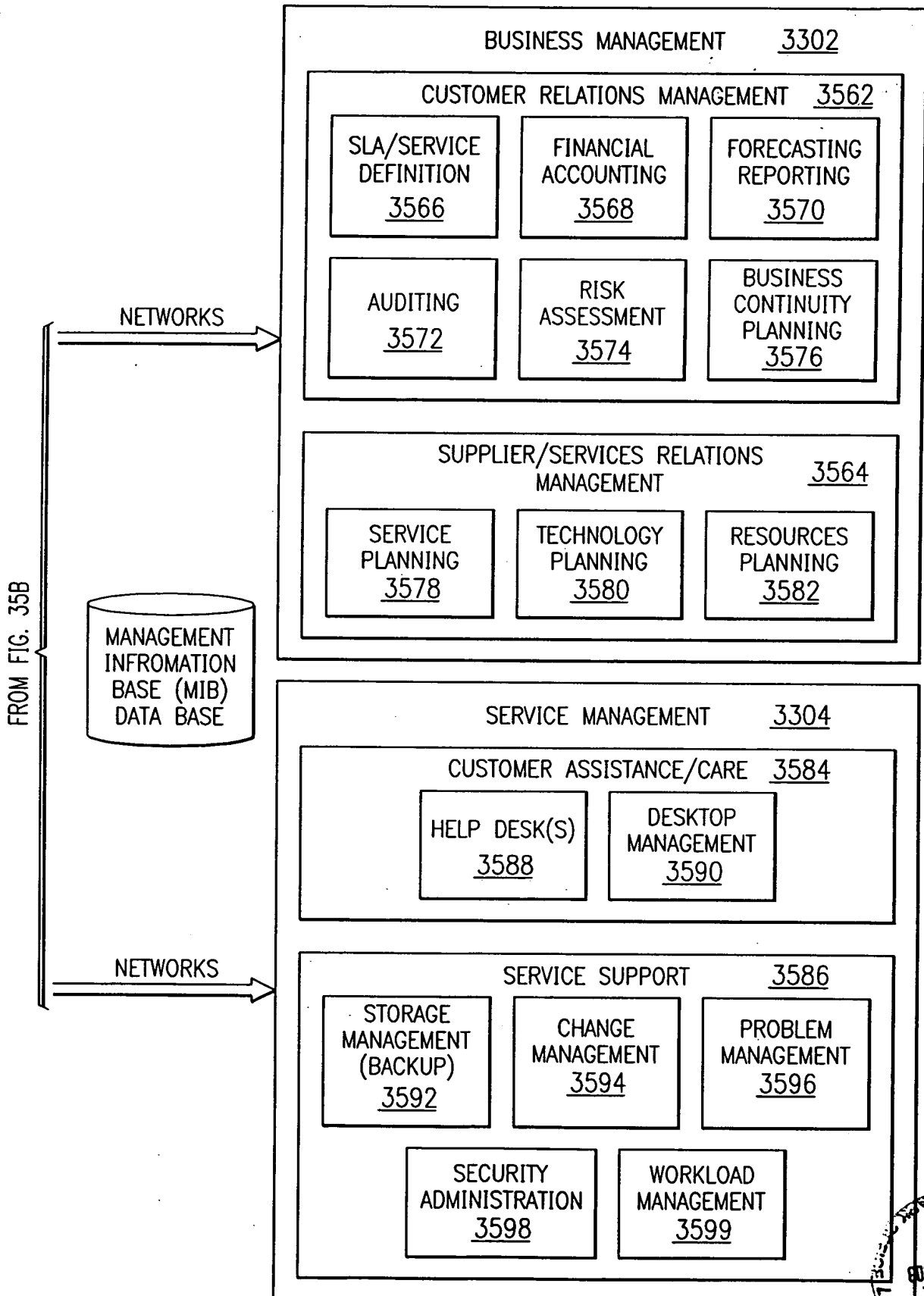
FIG. 31D



3500
↙

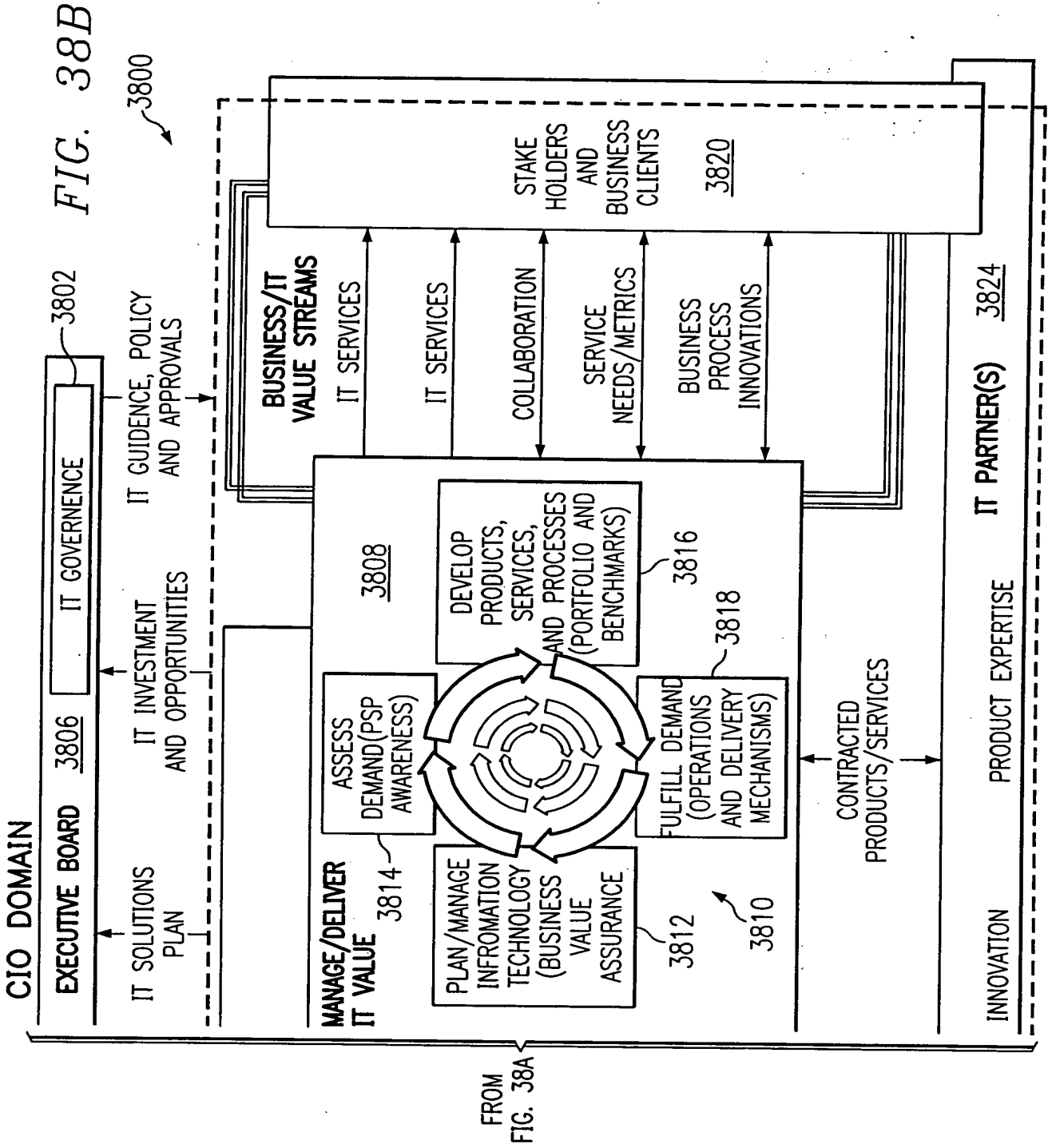
46/58

FIG. 35C



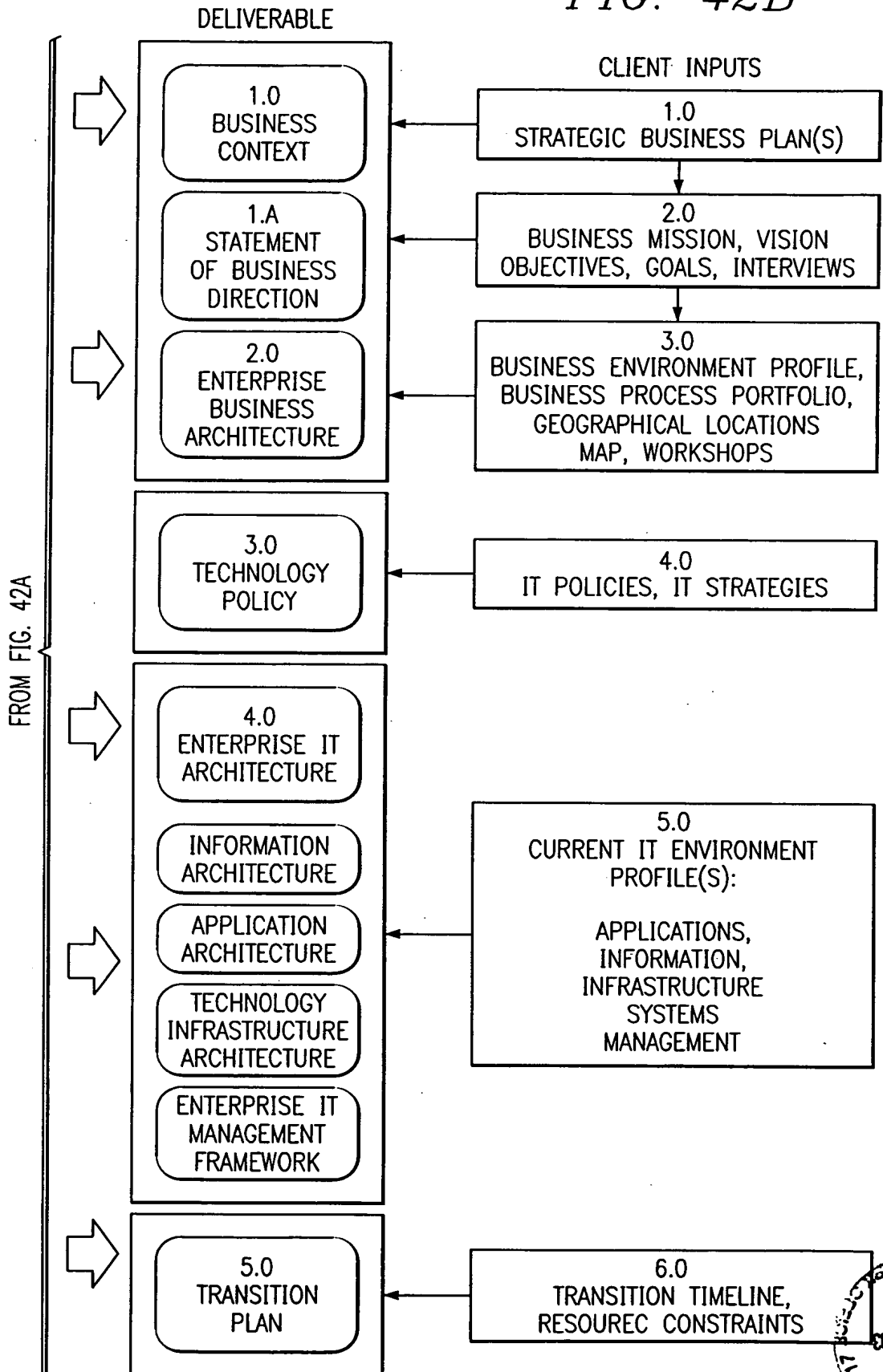
ORIGINAL
MAY 22 2008
PATENT & TRADEMARK OFFICE

50/58



55/58

FIG. 42B



OLPE
MAY 22 2003
CLIENT & TRANSITION



FROM FIG. 44A